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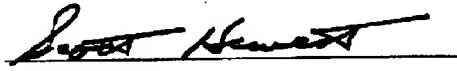
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Scott Hewett

Application Serial No. 09/625,442

No. of sheets including this cover sheet: 14

Comments:

Attached are:

- 1) **AMENDMENT AFTER FINAL REJECTION (11 pages), and**
- 2) **SUBSTANCE OF INTERVIEW (2 pages)**

Please do not hesitate to telephone the signee at (707) 591-0789 if any questions or difficulties arise.

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Attn.: Examiner Jeffrey D. Carlson
Art Unit 3622, TC 3600

at the USPTO central facsimile number (703) 872-9306

On January 20, 2004

By Scott Hewett
Scott Hewett

PATENT
Attorney Docket No. CP0001US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: Hung, P.

Application No.: 09/625,442

Filed: 07/26/2000

For: CONFIGURABLE ELECTRONIC
REDEEMABLE COUPON

Examiner: Carlson, J. D.

Art Unit: 3622

SUBSTANCE OF INTERVIEW
UNDER 37 C.F.R. § 1.133

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Sir:

The Applicant sincerely thanks Examiner Jeffrey D. Carlson for the telephonic interview on December 22, 2003 and submits this Substance of Interview in accordance with 37 C.F.R. § 1.133. This Substance of Interview is being submitted with an Amendment After Final Rejection.

The participants in the telephonic interview were Examiner Jeffrey D. Carlson, and Mr. Scott W. Hewett, attorney for the Applicant.

No exhibit was shown and no demonstration was conducted.

U.S. Patent No. 5,523,794 by Mankovitz et al. (hereinafter "Mankovitz") was discussed.

No agreement was reached.

Claims 1, 8, 13, and 16 were discussed. The Examiner's position was that the electronic coupon of Mankovitz has an electronic display sufficient for scanning a barcode displayed thereon. The undersigned's position was that an electronic display merely sufficient for operative scanning may have a low first scan rate, particularly if such electronic displays are intended primarily for viewing by humans, and thus the recited means for improving the first scan rate are lacking in Mankovitz. Regarding claim 8, the Examiner stated that Mankovitz

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teaches different coupon formats, namely a barcode format and an alphanumeric format. The undersigned disagreed, stating that the alphanumeric coupon format shown in Mankovitz is not a second barcode format. Regarding claim 16, the Examiner pointed out that Mankovitz states that the coupon data is encrypted to avoid use by systems other than authorized devices, and this was taken to teach that the system stores encrypted coupon data in the portable device. The undersigned traversed, noting that Mankovitz states that the controller, not the electronic coupon, decodes the coupon information in the video blanking interval, and uses a serial cable or optical link, both of which are relatively secure forms of data exchange, to transfer data between the electronic coupon and the controller. Mankovitz also discloses that the portable electronic coupon is provided with a specific serial number or other code, and that the controller can extract confirmation of the identification of the portable data coupon. The undersigned believed that it was not inherent or essential for decryption to occur in the portable electronic coupon.

No specific substantive amendments were proposed.

Respectfully Submitted

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